

Appl. No.: 10/800,883  
Response to Office Action dated July 18, 2011

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): James M. Jensen  
Appl. No.: 10/800,883  
Conf. No.: 1953  
Filed: March 15, 2004  
Title: METHODS AND SYSTEMS FOR GATHERING MARKET RESEARCH  
DATA  
Art Unit: 3622  
Examiner: Rodney M. Henry  
Docket No.: 52579-113197 (P0125A)

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE PURSUANT TO 37 C.F.R. §1.111**

Sir:

In response to the Non-Final Office Action dated July 18, 2011, Applicants submit the following amendments and arguments:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 13 of this paper.